

CLAIMS

What is Claimed is:

1. A method of communicating between a central computer and a number of remote computers operated by a number of users during internet sessions, including the steps of:

collecting information regarding users' on-line behavior throughout internet sessions and communicating said information to said central computer;

communicating advertisements from said central computer to said remote computers, said advertisements being selected in response to said information regarding on-line behavior for each user;

displaying said advertisements on a first portion of a selected area of a screen of said remote computers; and

communicating information regarding future prizes and periodically communicating information regarding the award of a prize from said central computer to said remote computers and displaying at least a portion of said information regarding future prizes and the award of a prize on a second portion of said selected area of a screen of said remote computers, wherein users can be awarded prizes if a user's internet session occurs

during communication of information regarding the award of a prize.